# ANNUAL REPORT 2010-2011

## Women's Policy Office

Newfoundland Labrador

Message from the Minister

November 25th, 2011

In accordance with Government's commitment to accountability, I am pleased to submit the Annual Report of the Women's Policy Office. The report was prepared under my direction and documents the activities and outcomes of the Office from April 1, 2010 to March 31, 2011. The outcomes reported reflect Government's strategic directions for the Status of Women portfolio and my signature below is indicative of my accountability for the actual results.

Charlene Johnson

**Charlene Johnson, MHA**
Minister Responsible for the
Status of Women

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## 1.0 Organizational Overview

The Women's Policy Office (WPO) was established in 1985 to:

- develop and expedite Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet, Cabinet Committees and departments;
- monitor and review programs and other activities of government departments and agencies to ensure compliance and conformity with the government policy of improving the status of women; and
- liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

### Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in the province of Newfoundland and Labrador.

### Mission

Women's equality is yet to be achieved in areas of earned income and employment, social and economic security, leadership and decision making positions.

Mission: By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

### Physical Location

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. The Women's Policy Office contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Status of Women Councils located in these communities. The Women's Policy Office also contracts violence prevention services through ten regional coordinating committees associated with the Violence Prevention Initiative, as well as the Transition House Association of Newfoundland and Labrador, the Newfoundland Aboriginal Women's Network, the Multi-cultural Women's Organization of

Newfoundland and Labrador and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

The office also works closely with the Provincial Advisory Council on the Status of Women whose mandate is to: (i) advise the minister on those matters relating to the status of women that the minister refers to the Advisory Council for their consideration; (ii) advise the minister on those matters relating to the status of women that the Advisory Council identifies as appropriate; (iii) bring before the government and the public matters of interest and concern to women; and (iv) establish the general policies that will govern the organization, administration and operation of the advisory council. The Women's Policy Office is also responsible for the *Status of Women Advisory Council Act* under which the Council operates.

**Positions at the Women's Policy Office**

The office had a complement of fifteen positions, as listed below:

- Assistant Deputy Minister
- Communications Specialist
- Secretary to Assistant Deputy Minister
- Word Processing Equipment Operator I
- Administration Officer 1
- Information Management Technician II
- Inuit Women's Capacity Building Manager
- Manager of Economic Policy
- Business Unit Manager
- Manager of Social Policy
- Director of Violence Prevention
    - Senior Research and Policy Analyst – Training
    - Senior Research and Policy Analyst – Research
    - Violence Prevention Training Officer – Respect Aging
    - Social Marketing Specialist

## 2.0 Lines of Business

### 2.1 Policy Analysis and Advisory Services

The Women's Policy Office defines policy as any action taken by the Provincial Government. The office therefore works with executive members and policy analysts to support the development of gender-based analysis and special measures so they can be applied to all appropriate policy in such forms as legislation, programs and services. By applying gender-based analysis and special measures, the Office is supporting departmental staff in increasing their capacity to address historical disadvantages for women and, by doing so, supports the Government of Newfoundland and Labrador in achieving its commitments to women.

The work ensures that Cabinet and committees of Cabinet are fully informed on how women are affected by policy and program decisions. The office highlights women's needs and advises on ways gender equity can be better achieved. As part of the development of a gender lens, the office promotes the message that women and girls experience the world differently and can have different needs than men. Provincial Government departments and agencies, in developing this work, are encouraged to seek out current sex-disaggregated data and analyze its findings, as well as consulting with the women's community on proposed programs, legislation and policy matters.

### 2.2 Information Collection and Communication Services

The Women's Policy Office is responsible for collecting policy relevant information from a variety of sources to provide evidence-based policy advice and report annually on the status of women. To meet this responsibility, the Women's Policy Office maintains a public library on women's issues, collects statistics and conducts research to assess the current status of women, as well as to identify systemic inequities and information gaps. As part of the information collection process, the office consults regularly with women and women's organizations to identify ongoing and emerging issues of special concern as well as potential solutions. Beyond providing policy advice to government departments, the office communicates information on the status of women through publications, fact sheets, events and initiatives.

## 2.3 Special Programs

The Women's Policy Office is mandated to take on special programs to advance the status of women. Currently, the Office is involved in the establishment of women's employment and business access plans, as special measures, to address historical disadvantages for women in male-dominated sectors.

The office is also leading a round table of Provincial Government officials and stakeholder representatives to prepare a plan of action to advance opportunities for women in business to ensure they benefit from the emerging resource sector supply and procurement opportunities associated with developments for the Lower Churchill, Hebron and Hibernia South. The work of the committee will ensure for a greater understanding of the current capacity of women in business province-wide and support the supplier diversity development of women-owned business throughout the province, including businesses owned by: women from Labrador; Aboriginal women; visible minority women, and women with disabilities.

The work also supports the commitment of the Government of Newfoundland and Labrador for the enforcement of gender programs that include women's employment plans and business access strategies set as conditions in contracts and environmental assessment releases.

## 2.4 Aboriginal Women

The Women's Policy Office, in partnership with the Aboriginal Affairs Secretariat, advances the status of Aboriginal women throughout the province. This program includes providing annual operating funding to the Newfoundland Aboriginal Women's Network, and working with women from Innu communities, as well as the Nunatsiavut Government and their Inuit Women's Status of Women Advisory Committee. The office also works with representatives from the Federation of Newfoundland Indians, NunatuKavut Community Council and the Native Friendship Centers in St. John's and Happy Valley-Goose Bay.

The Women's Policy Office also leads in the facilitation of an annual conference for Aboriginal women in Newfoundland and Labrador. Six conferences have been held to date where topics such as economic development, leadership, equality, poverty reduction and culturally-appropriate gender-based analysis have been discussed. These conferences are critical to providing Aboriginal women with the opportunity to share with the Provincial Government their views and voices on policy issues of importance to their communities. These events also provide an opportunity for Aboriginal women to share best practices and information critical to their leadership roles within each of their respective communities.

In 2010, the Office implemented an Inuit Women's Capacity Building Program for North coast communities in Labrador as Inuit women are not availing of provincial government programs and services in the same way as women from the general population. To address

the complex needs relating to this matter, this program is working to identify the barriers and provide women with the information they need to make a difference in their own lives as well as the lives of their families and to advance the well-being of their communities.

### 2.5 Violence Prevention Initiative Services

The Women's Policy Office leads a horizontal government-community partnership to advance the prevention of violence in the province: the Violence Prevention Initiative. The Violence Prevention Initiative provides leadership within the province to reduce violence against vulnerable populations including women, children and youth, Aboriginal women and children, seniors, persons with disabilities and others who may be victims of violence due to sexual orientation, ethnicity or economic status. The work of the Violence Prevention Initiative is focused in the strategic areas of: (1) increasing public awareness and attitudinal change about violence against vulnerable populations; (2) increasing community participation; (3) improving legislation, policy, programs, services, information and facilities; (4) supporting Aboriginal women and children; (5) enhancing research and development; and (6) improving leadership, coordination and accountability.

Among its many activities, the Violence Prevention Initiative administers a grants program for community anti-violence organizations, coordinates the delivery of the Violence Awareness and Action Training program, facilitates meetings of Violence Prevention Initiative committees, coordinates public awareness on violence prevention, and provides clearing house services for information on violence.

### 2.6 Community Program

The Women's Policy Office provides grants to many feminist and equality-seeking organizations including:

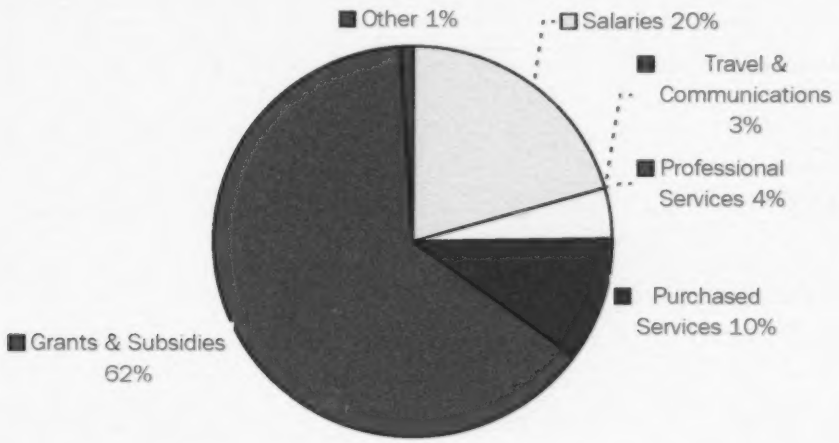
- Eight equity seeking women's centres to advance the status of women in their regions in Newfoundland and Labrador subject to approved criteria;
- Aboriginal organizations to advance violence prevention for Aboriginal women and children;
- The Newfoundland Aboriginal Women's Network;
- The Multicultural Women's Association of Newfoundland and Labrador;
- The Transition House Association of Newfoundland and Labrador; and
- The Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

### 2.7 The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides grant funding for operating purposes to the Provincial Advisory Council on the Status of Women, appointed by the government to support their legislated mandate to advise government and the public on matters of importance to women.

## 3.0 Expenditures

In 2010-11, the expenditures of the Women's Policy Office were approximately $4,177,399, which included the expenditures for the Violence Prevention Initiative. As indicated in the diagram below, grants to community-based organizations accounted for approximately 62 per cent of the budget.



## 4.0 Shared Commitments

The mandate and mission of the Women's Policy Office can only be achieved through working in partnership with the Provincial Advisory Council on the Status of Women, Status of Women Councils, Regional Violence Prevention Coordinating Committees, other equality-seeking groups, as well as federal and Provincial Government departments and agencies, industry and educational partners.

In 2010-11, the Women's Policy Office strengthened community-government partnerships to prevent violence by increasing funding to each of the ten Regional Violence Prevention Coordinating Committees, located throughout Newfoundland and Labrador. The Women's Policy Office also worked with the following partner violence prevention departments to implement activities associated with the six-year Violence Prevention Plan of Action:

- Justice
- Health and Community Services, and the four Regional Integrated Health Authorities
- Education
- Human Resources, Labour and Employment
- Child, Youth and Family Services
- Labrador and Aboriginal Affairs
- Rural Secretariat
- Newfoundland and Labrador Housing Corporation
- Labour Relations Agency

The Violence Prevention Initiative also supported the Department of Education in the implementation of *Safe and Caring Schools Policy* activities in 2010-11. Activities such as an anti-violence week campaign for all K-12 schools during the last week of February, and a province-wide Stand Up to Bullying Day were organized by the Department of Education with support from the Violence Prevention Initiative.

The Women's Policy Office also worked with Provincial community partners to prevent violence including:

- The Provincial Advisory Council on the Status of Women
- The Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre
- The Transition House Association of Newfoundland and Labrador
- The Seniors Resource Centre of Newfoundland and Labrador
- The Citizen's Crime Prevention Association of Newfoundland and Labrador

The Women's Policy Office worked in partnership with the Departments of Human Resources, Labour and Employment and Natural Resources to increase women's employment in male dominated occupations, particularly those related to the natural resource sectors. To this end the Women's Policy Office worked closely with officials in the Department of Natural Resources as well as industry partners and organizations such as the Women in Resource Development Committee, the Newfoundland Organization of Women Entrepreneurs and the Office to Advance Women Apprentices.

Working with the Department of Human Resources, Labour and Employment the Women's Policy Office supported and contributed to a project that will improve access to employment for women who are victims of violence. The Women's Policy Office has also been an active member on the Deputy Minister's working committees on poverty reduction, youth retention and attraction and healthy aging.

The Violence Prevention Initiative worked with the Department of Health and Community Services to provide advice on long-term care supports and healthy living initiatives for women, including older persons.

To improve women's social and economic security, the Women's Policy Office worked closely with all provincial government departments to ensure that the impact on women of all legislation, policies and programs were brought to the attention of decision makers. The Women's Policy Office also maintained a close relationship with Status of Women Canada as well as all ministries in all Provinces and Territories responsible for the status of women.

The Women's Policy Office partnered with regional and provincial women's groups such as the regional Status of Women councils, and the Provincial Advisory Council on the Status of Women and the Multicultural Women's Organization of Newfoundland and Labrador, as well as Aboriginal groups and governments to strengthen women's voices and increase women's participation in policy development relating to Provincial Government's policies, programs and services. The Office also worked with Provincial Government departments to increase nominations of qualified women to agencies, boards and commissions in the province.

## 5.0 Highlights and Accomplishments

### 5.1 Implementation of the Violence Prevention Initiative

The Women's Policy Office, with partner departments and stakeholder groups undertook a number of initiatives in 2010-11 to reduce violence, which included activities to:

- Increase public education and awareness to change attitudes and behaviors;
- Increase training for government and community partners;
- Improve legislation, programs, research and services to support violence prevention;
- Facilitate Deputy Minister and Ministerial meetings to ensure an integrated and strategic government approach to the issue;
- Facilitate working group meetings for projects, i.e. Community Advisory Committee meetings; and
- Facilitate the planning of the annual stakeholders' conference with the Community Advisory Committee.

### 5.2 Fourth Provincial Violence Prevention Initiative Stakeholders' Conference

The Women's Policy Office worked in partnership with its community partners to organize the 2010-11 Violence Prevention Initiative Stakeholders' Conference, which took place at the Holiday Inn from February 15th and 16th. The theme of the conference was *"Sexual Orientation and Violence: Preventing Homophobia and Heterosexism"*. Approximately 200 people attended the conference, which featured a comprehensive agenda aimed at identifying the issues in violence in our own province and discussing first steps to changing attitudes and ultimately preventing violence against lesbian, gay, bi-sexual and transgender people.

### 5.3 Provincial *Purple Ribbon* Campaign

On November 24, 2010, the Minister Responsible for the Status of Women was joined by the Ministers of Child, Youth and Family Services, Education, Aboriginal Affairs, Justice and Human Resources, Labour and Employment to host the official launch of the first Provincial Government-lead *Purple Ribbon* Campaign to raise awareness about violence against women. The launch event had approximately 200 attendees in the lobby of East Block, Confederation Building in St. John's.

The official campaign ran from November 25 to December 10, 2010, fully encompassing the *16 Days of Activism Against Gender Violence* that encompass Canada's *National Day of Remembrance and Action on Violence against Women* on December 6, and concludes on December 10. The campaign also includes November 25, the International Day for Elimination of Violence Against Women.

Approximately 70,000 lapel pins and 60,000 car magnets were distributed throughout the province through all Violence Prevention Initiative partners and stakeholders, both inside government and in the community. A series of fact sheets was created to accompany the pins and magnets and were made available in both paper and online formats. Outreach was done to engage municipalities to participate, as well as some larger corporations.

### 5.4 Violence Prevention Grants Program for Aboriginal Women

In 2010-11, the Minister Responsible for the Status of Women awarded $200,000 in funding under the Aboriginal Women's Violence Prevention Grants program for the following projects:

- Nunatsiavut Government
    - *Aboriginal Women for Tomorrow* Workshops: $11,275 to host a series of culturally-sensitive workshops in Nain designed to empower Aboriginal women by building leadership skills and fostering greater participation in their communities.
    - *Sexual Assault Service Provider Training and Community Information Session*: $4,435 to offer service provider training and a community information session in Hopedale about sexual assault in partnership with the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.
    - *Women's History Month Promotion:* $1,290 to aid in the promotion of understanding the realities of Inuit women's lives and the unique challenges they face, including the ongoing struggle to eliminate violence in their communities.

- Ananaukatiget Tumingit (Regional Inuit Women's Association)
    - Annual General Meeting Participation: $10,000 to send two women to participate in Hopedale.
    - Office Supplies: $2,000 to provide the coordinator with the necessary tools to effectively fulfill the organization's mandate, which includes violence prevention.
    - Community Craft Project: $9,000 to host community craft projects held in Happy Valley – Goose Bay, Nain, Rigolet, Hopedale, Postville, and Makkovik with local craft instructors meeting twice a week for four weeks.

- NunatuKavut Community Council Inc.
    - *NunatuKavut Women's Empowerment Retreat*: $23,000 to host a two-day women's workshop to include day and evening sessions in southern Labrador to enhance self-confidence, leadership and conflict resolution, integrating cultural aspects into the sessions.
- Sheshatshiu Innu First Nation
    - *Innu Ishkueut Healing Journey:* $15,000 for this annual week-long gathering in St. Augustine, Quebec. Innu women have first-hand information about preventing violence in a home situation. All workshops are related to anti-violence and addictions.
- Mushuau Innu First Nation
    - *Natuashish Women's Shelter Violence Prevention Enhancement Project*: $30,000 to increase the capacity of their women's shelter by providing training opportunities for staff and outreach programs for the community.
- Hopedale Women's Shelter
    - Project Upgrades-Salaries: $25,000 to provide training for staff and board members to properly deal with issues that victims of violence may face.
- Newfoundland Aboriginal Women's Network
    - *Aboriginal Women and Men; Building a Bridge to Wellness:* $23,000 to train Aboriginal men in partnership with youth as facilitators in their communities, giving Aboriginal men the opportunity to join the fight to end violence.
- St. John's Native Friendship Centre
    - *Restoring Culture: The Journey of Healing*: $23,000 to deliver culturally-appropriate support programs and transitional counseling as part of a violence prevention program.
- Miawpukek First Nation, Conne River Health and Social Services Center
    - *Protecting Our Future – Caring for our Women and Children:* $23,000 to renovate their women's shelter in order to accommodate additional programming. These renovations will create a meeting space for the women's centre as well as additional temporary crisis accommodations.

## 5.5 Sixth Provincial Aboriginal Women's Conference

The sixth annual Provincial Aboriginal Women's Conference, *"The Path to the Good Life – Strong Women, Strong Communities – Advancing Aboriginal Women's Equality"*, was held in St. John's from February 9 to 10, 2011. Approximately 60 Aboriginal women from all Aboriginal organizations in the province participated. Presentation and discussions were held on the evolving opportunities for women in the oil and gas, mining, energy and policing occupations.

## 5.6 Round Table to Advance the Economic Status of Women in Newfoundland and Labrador

In 2010, The Women's Policy Office established the *Round Table to Advance the Economic Status of Women in Newfoundland and Labrador*. The purpose of the Round Table is to bring people involved in the work to advance the economic status of women together to share information and identify the current situation with a specific emphasis on women involved in accessing and maintaining non-traditional occupations and business endeavors in the province.

The group consisted of representatives from the Provincial Government and the community, including the Women's Policy Office, the departments of Education, Natural Resources, Innovation, Trade and Rural Development, Human Resources, Labour and Employment, the Provincial Advisory Council on the Status of Women, the Newfoundland Organization of Women Entrepreneurs, the Office to Advance Women Apprentices, and the Women in Resource Development Committee.

## 6.0 Report on the 2006-11 Mission

Since 2006, the Women's Policy Office has worked with Provincial Government departments and agencies as well business, educational and community organizations to reduce barriers and put special programs and measures in place to address the historical disadvantages for women relating to their social, cultural, legal and economic advancement in Newfoundland and Labrador.

During the last three years, special attention has been paid to enhance the capacity of Aboriginal women, as well as women from the multi-cultural community. This has included supports for Provincial Aboriginal women conferences, self esteem and career development workshops, on the land retreats and cultural awareness and sensitivity training. Opportunities were made available for Aboriginal women to attend National Aboriginal women's summits and conferences. During the last three years operating funding of $100,000 was also provided to the Newfoundland Aboriginal Women's Network and to the Multi-cultural Women's Organization of Newfoundland and Labrador. Grant funding of $600,000 has been provided for 36 projects to reduce violence against Aboriginal women and children.

To advance women into non-traditional occupations the Women's Policy Office has supported research to identify both barriers and best practices for women. While working with Departments such as Natural Resources, women's employment plans and business access strategies and employment equity provisions have been put in place for eight major project developments and 70 small to medium size projects in Newfoundland and Labrador. Through working with the Department of Education, an Office to Advance Women Apprentices was established to assist women gaining the experience they need to become certified trades women. During this period, work was also undertaken with the Department of Human Resources, Labour and Employment to identify the impacts on employment for women who are victims of violence as well as the programs and supports they need to deal with this matter.

Work has also been done to change attitudes and behaviors about violence against women and other vulnerable populations. This work has been completed by planning and airing a variety of social marketing campaigns, undertaking a province wide attitudinal survey, improving services for victims of violence and providing violence prevention training to service providers.

Working with the women's community, *Lunch and Learn* sessions were held province-wide to encourage women to run for elected office at the municipal level. Research was also undertaken to identify best practices and programs for advancing women into elected leadership positions.

As women's equality is yet to be achieved in areas such as earned income, employment, social and economic security and leadership and decision making positions the following mission is necessary.

**Mission:** **By 2011, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.**

| **Measure:** Contributions to the advancement of women's equality | |
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| **Indicators** | **Progress and Accomplishments** |
| Recommendations made to Cabinet, Cabinet Committees and departments to advance the status of women such as the number of assessments conducted. | Since 2006, the Women's Policy Office has completed approximately 320 assessments and subsequent recommendations have been made on matters of importance to advance the social, economic, legal, political and cultural status of women in Newfoundland and Labrador. |
| The type and number of training programs provided regarding gender based analysis, leadership and violence prevention, and the number of participants. | During the reporting period over 2500 people have participated in learning opportunities relating to leadership, gender analysis and violence prevention.<br><br>600 women participated in 16 *Lunch and Learn* training sessions where information about what women need to know to run for municipal office was provided by experienced elected female leaders.<br><br>120 people also participated in three gender based analysis training and development workshops including one Aboriginal woman.<br><br>Over 1800 people participated in and completed violence prevention learning opportunities which included five provincial conferences and 40 violence awareness training workshops held province wide.<br><br>In November 2009 the staff of the Violence Prevention Initiative worked in partnership with the Department of Child, Youth and Family Services and the Community |

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| | Advisory Committee to organize the Violence Prevention Initiative Stakeholders' Conference. The theme of the conference was *"Preventing Violence Against Children."* Approximately 200 Violence Prevention Initiative partners and community stakeholders attended the conference. Keynote speakers included the Honourable Joan Burke, Gary Direnfeld, Rosalind Prober, and Dr. Simon Avis.<br><br>In 2010, the violence prevention conference focused on preventing violence against women. In 2011 the conference focused on the prevention of homophobia and heterosexism. |
| Communications on issues related to the status of women to the public, including:<br><br>• Number of speaking engagements, press conferences, workshops and/or information sessions.<br>• Number of press releases and statements issued.<br>• The number of advertisements, and<br>• The number of materials distributed. | Since 2006, the following communication activities have been completed:<br><br>50 speaking engagements by Ministers have taken place on matters relating to the status of women and preventing violence in Newfoundland and Labrador.<br><br>Ten significant announcements have been made relating to matters such as the new Violence Prevention Initiative, the launch of the *Respect Women*, the *Older Persons* and the *Purple Ribbon* campaigns, as well as announcements relating to funding for projects including new shelters in Labrador, as well as funding announcements for housing and shelter projects for women.<br><br>70 press releases, as well as statements, in the House of Assembly on a number of social and economic issues, for the awarding of grants and other matters of importance to women. Communications on matters relating to the status of women has occurred in over 70 workshops and information sessions, as identified in the previous section.<br><br>To date, the Violence Prevention Initiative has created and continues to implement four social marketing campaigns:<br><br>▪ *Prevention of Youth Violence* Campaign: *OutrageNL.ca*<br><br>The Women's Policy Office created this campaign in 2006 to help prevent violence experienced by youth in the province. Products developed with this campaign include posters, radio advertisements, TV spots and a website. |

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| | ▪ *Prevention of Violence Against Older Persons* Campaign<br><br>The Women's Policy Office and the Office for Aging and Seniors (HCS) partnered in 2007-08 to contract a company to develop a campaign around the prevention of various forms of violence against older adults, including physical, sexual and emotional violence, as well as neglect, and financial abuse. A series of posters, print ads, radio ads and brochures were developed, aired and distributed.<br><br>▪ *Prevention of Male Violence Against Women* Campaign: repectwomen.ca<br><br>A Working Committee comprised of representatives from the Violence Prevention Partners (Provincial Government departments, agencies and community organizations) was established in June 2008 to begin development of the prevention of male violence against women campaign. The campaign was launched on June 10, 2009 at *The Rooms* and was hosted by the Minister Responsible for the Status of Women and Lead Minister for the Violence Prevention Initiative. Products developed with this campaign include a series of seven print ads, bookmarks, a television ad, a website (www.respectwomen.ca) and posters.<br><br>▪ *Reporting Child Abuse* Campaign<br><br>In 2008, the Violence Prevention Initiative in collaboration with Child, Youth and Family Services, Health and Community Services, completed a poster and distributed it to all regions of the province in the spring of 2008 to raise awareness of mandatory reporting of child abuse. Child, Youth and Family Services and Women's Policy Office also developed a request for proposals to attract a company to plan a larger campaign including print ads and brochures. In total over 500 TV, print and radio advertisements were placed to support the above-noted activities.<br><br>During the reporting period over 250,000 materials were distributed and four new websites have been developed to increase access for the public on matters relating to the status of women. |

## 7.0 Strategic Issues – Report on Performance

The Women's Policy Office has set goals and objectives to advance the status of women over a three year period for the following strategic issues:

- Violence prevention
- Earned income and employment
- Social and economic security
- Leadership and decision-making

The following report provides details of the Women's Policy Office's success in achieving its planned goals and objectives following the strategic direction of government.

### 7.1 Violence Prevention

Preventing violence against women and other vulnerable populations remained a high priority and important social issue for the Provincial Government to address. The implementation of a comprehensive government-wide six-year *Plan of Action* was an important mechanism to facilitate legislative and policy changes necessary for meaningful differences to be made on the matter. The action plan was also important to ensure we undertook community-based, as well as province-wide, educational and research activities to better understand the attitudes, behaviors and make short- and long-term changes that can prevent and improve the situation of interpersonal violence in Newfoundland and Labrador.

**Goal:** **By March 31, 2011, the Violence Prevention Initiative will have continued to implement the *Taking Action Against Violence 2006-2012* plan.**

| **Measure:** Initiatives to implement the Violence Prevention Initiative Action Plan | |
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| **Indicator** | **Progress and Accomplishments** |
| Initiatives to increase awareness and attitudinal change. | • Developed and implemented the *OutrageNL* campaign to prevent violence against youth.<br>• Developed and implemented the *Duty to Report Child Abuse* campaign in partnership with Health and Community Services.<br>• Developed and implemented the *Prevention of Violence Against Older Persons* campaign in partnership with the Office for Aging and Seniors.<br>• Developed and implemented the *Respect Women* campaign to prevent male violence against women.<br>• Developed and implemented the *Purple Ribbon* campaign to prevent violence against women. |

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| | • Consolidated and published information on violence prevention including crisis and other services for victims of violence including plain language and culturally appropriate formats.<br>• Provided support for the development of a province-wide strategy on substance abuse prevention and education by the Department of Education.<br>• Provided support for the development of victim services and learning resources on court information for children by the Department of Justice. |
| Initiatives to increase community participation. | • Provided $110,000 annually to the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.<br>• Provided $105,000 annually to the Transition House Association of Newfoundland and Labrador.<br>• Provided up to $80,000 annually to each of the ten Regional Coordinating Committees, with an additional $20,000 provided annually to the Labrador region for travel.<br>• Increased the number of Regional Coordinating Committees from six to ten.<br>• Provided for the Violence Prevention Community Advisory Committee to meet face to face annually with Deputy Ministers and/or their designates.<br>• Led initiatives to engage municipalities and the corporate sector in violence awareness activities.<br>• Held five successful annual Violence Prevention Initiative stakeholders' conferences on the topics of:<br>  ○ Building Community Capacity<br>  ○ Exploring the Web of Youth Violence<br>  ○ Preventing Violence Against Women<br>  ○ Preventing Violence Against Children<br>  ○ Sexual Orientation and Violence: Preventing Homophobia and Heterosexism |
| Initiatives to improve legislation, policy, programs, services, information and facilities. | The Violence Prevention Initiative supported violence prevention improvements to various policies, programs and legislation, including providing advice on the following matters:<br><br>• The Department of Justice's implementation of the *Family Violence Protection Act*.<br>• The Department of Education's implementation of the Provincial *Safe and Caring Schools Policy*.<br>• The Department of Justice's implementation of a pilot *Specialized Family Violence Court* in the St. John's area. |

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| | • The Department of Health and Community Service's work with the Transition House Association of Newfoundland and Labrador to develop operational policies.<br><br>• The Newfoundland and Labrador Housing Corporation's work to support transitional and long-term housing for victims of violence.<br>• The Department of Human Resources, Labour and Employment's work to review the implementation of its victims of violence policy and its incorporation of issues related to violence prevention into its *Healthy Aging Plan*. |
| Initiatives to support Aboriginal women and children and addressing elder abuse against Aboriginal peoples. | • The Office supported Aboriginal governments and organizations in taking action on preventing violence against women and children and others.<br>• Advice was also provided to the Aboriginal Affairs Branch and the Federal Government on advancing the status of Aboriginal women and preventing violence against Aboriginal women in our province and country.<br>• The Women's Policy Office coordinated and implemented an Aboriginal Women's Violence Prevention grants program for Aboriginal governments and organizations throughout the Province and developed a culturally appropriate gender-based analysis lens.<br>• The Violence Prevention Initiative established an advisory committee and produced training materials to create awareness about the issue of violence against older persons, including those who are of Aboriginal decent.<br>• Five successful Aboriginal women's conferences were held on the topics of:<br>○ The Good Life for Aboriginal Women, Moving Forward, Building Strength<br>○ The Path to Economic Prosperity<br>○ Aboriginal Women and Policy Development<br>○ Aboriginal Women and Evolving Opportunities<br>○ Strong Women, Strong Communities: Advancing Aboriginal Women's Equality |
| Initiatives to enhance research and development. | • The Women's Policy Office led initiatives to increase the coordination of departmental data collection and research on violence prevention and developed a provincial research agenda on violence prevention with the approval of a Violence Prevention Initiative research plan of action.<br>• *A 2010, Provincial Survey of Attitudes Towards Violence and Abuse* was also completed and provides a baseline survey for public |

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| | attitudes relating to violence against vulnerable populations in Newfoundland and Labrador. The survey was conducted on both a provincial and regional level.<br>• Pre- and post-evaluation surveys were also completed to determine the effectiveness of the *Respect Women* campaign as well as a feasibility study: *Violence Prevention Line Feasibility Study: Final Report*.<br>• A literature review: *Learning What They Live: The Impact of Witnessing Family Violence on Infants, Children, and Adolescents* was also completed as well as a series of fact sheets regarding violence against vulnerable populations and an interdepartmental research advisory committee was also established. |
| Initiatives to improve leadership, coordination and accountability. | • Created a Violence Prevention Initiative secretariat including the new positions of Director, Senior Policy Analyst/Researcher, Provincial Training Coordinator and Word Processing Equipment Operator I.<br>• Created a Violence Prevention Initiative Ministers' Committee representing eleven Government departments and agencies.<br>• Created a Violence Prevention Initiative Deputy Ministers' Committee representing eleven Provincial Government departments and agencies.<br>• Created a Community Advisory Committee representing the ten Regional Coordinating Committees.<br>• Incorporated gender-based analysis into all Violence Prevention Initiative initiatives.<br>• Increased corporate participation in the Violence Prevention Initiative.<br>• The Women's Policy Office incorporated the requirements of the Provincial Government's Transparency and Accountability Act into the Violence Prevention Initiative Action Plan.<br>• The Women's Policy office facilitated ongoing collaboration between the community and Provincial Government departments and agencies on legislation, policy and program development and evaluation. |
| Initiatives to enhance education and training. | • Implemented a comprehensive training program for Violence Prevention Initiative.<br>• Developed a Gender-Based Violence Analysis Tool.<br>• Violence Awareness and Action Training sessions were held in all regions of the province with approximately 1300 participants receiving training.<br>• Violence Awareness and Action Training Train-the-Trainer sessions were held throughout the province with approximately 180 trainers receiving training.<br>• An interdepartmental training advisory committee was established. |

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| | • Education and training materials were developed on preventing violence against older persons in partnership with the Office for Aging and Seniors.<br>• Provided annual training opportunities to Regional Coordinating Committees on topics such as governance, finances, media, and gender sensitivity and gender-based analysis.<br>• Provided funding and input to the Royal Newfoundland Constabulary's update of its STRIVE (Students Taking Responsibility in Violence Education) program.<br>• Provided support to the Department of Justice to deliver training on the *Family Violence Protection* Act. |

**Objective:** **By March 31, 2011, the Women's Policy Office will have undertaken initiatives to improve legislation, policy, programs, services, information and facilities.**

| **Measure:** Initiatives to identify and co-operate with departments to improve legislation, policy, programs, services, information and facilities. | |
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| **Indicator** | **Progress and Accomplishments** |
| Identification of a best practice for the 1-800 Violence Prevention Line. | In 2009-10, the Violence Prevention Initiative commissioned a feasibility study to provide recommendations on an appropriate 1-800 violence information, crisis and referral line model for the province. The report, *Violence Prevention Line Feasibility Study: Final Report*, recommended a blended services model using existing infrastructure. Government is following up on the information contained in the report in terms of assessing the future potential of implementing such a service. |
| Advice to the Department of Justice on policies, legislation, facilities and programs important to prevent violence against vulnerable populations in NL. | The Women's Policy Office has actively participated as a member of the Justice Minister's Advisory Committee on Violence Against Women each year since 2006.<br><br>A total of $40,000 was allocated for the Royal Newfoundland Constabulary and the Community Youth Network in 2007-08 to undertake revisions to the Royal Newfoundland Constabulary's Youth STRIVE (Students Taking Responsibility in Violence Education) Program.<br><br>In 2008-09, an additional $40,000 was allocated to this two-year project. The Community Youth Network worked in partnership with the Royal Newfoundland Constabulary to sponsor a public forum on |

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| | April 24, 2008, called *Youth Violence: What Every Parent Should Know*.<br><br>As well, the Community Youth Network and Royal Newfoundland Constabulary collaborated to organize a two-day youth anti-violence forum in Corner Brook in November 2008, with the theme, "STRIVE to Make a Difference." The Provincial Government and the RNC launched the new STRIVE program as part of the two-day forum.<br><br>$7500 was allotted to Justice in 2007-08, to produce an age-appropriate resource for Victim Services that reflects the justice system in Newfoundland and Labrador for children in the court system.<br><br>In 2007-08, $60,000 was allotted to the Department of Justice to contract a firm to develop a DVD to prepare individuals for court.<br><br>$80,000 was allotted to Justice in 2007-08, to prepare a research paper exploring different court options and to visit different treatment courts in various jurisdictions in Canada.<br><br>The Violence Prevention Initiative continued to work with Justice to support the implementation of a pilot Family Violence Intervention Court in St. John's in 2009-2010. The Family Violence Intervention Court has a mandate to decrease the incidents of family violence by addressing root causes.<br><br>The office funded the development and distribution of a presentation on crown information by the Department of Justice to Shelter Administrators in October 2007. The presentation was modified and presented in various means (i.e. teleconference, in person) throughout the province.<br><br>The office provided support for the development of testimonial aids to better protect children and other vulnerable persons when providing testimony in the court system.<br><br>The Women's Policy Office worked in partnership with the Department of Justice to organize the 2007-08 Violence Prevention Initiative **Stakeholders' Conference** in March 2008 with the assistance of the Community Advisory Committee. The theme of the conference was *"Exploring the Web of Youth Violence."* Approximately 80 people attended the conference. |

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| | The Women's Policy Office has also provided advice on policies, programs, legislation, facilities and services related to the following topics:<br>• Family Violence Court Option<br>• Access to Information and Privacy<br>• Enhanced Services for Under-Served Victims of Crime<br>• Elections Act<br>• Courtroom Aids<br>• Natuashish funding<br>• Family Court<br>• Young Offenders |
| Advice to the Department of Health and Community Services on policies, legislation and programs important to prevent violence against vulnerable populations in NL. | The Women's Policy Office and the Office for Aging and Seniors (HCS) partnered in 2007-08 to contract a company to develop a campaign around the prevention of various forms of violence against older adults, including physical, sexual and emotional violence, as well as neglect, and financial abuse.<br><br>A series of posters, print ads, radio ads and brochures were developed collaboratively by the Women's Policy Office and the Office for Aging and Seniors to coincide with World Elder Abuse Awareness Day in June 2008. The Office and the Department of Health and Community services partnered to run radio and print advertisements on a quarterly basis, and distribute posters and brochures to key stakeholders throughout the province.<br><br>The Women's Policy Office worked in partnership with the Department of Health and Community Services, to collaborate on a project to identify training needs and develop training modules for a variety of audiences for the recognition, prevention and intervention of violence against older persons. A Violence Prevention Initiative Training Officer was hired to help oversee this project and provincial Advisory Committees were formed. A research study was commissioned in the winter of 2009, to help determine what training materials currently exist, as well as to identify the training needs of staff at the Regional Health Authorities.<br><br>The Women's Policy Office has also provided advice on policies, programs, legislation, facilities and services related to the following topics:<br>• Personal Service Establishments<br>• Proposed Expansion of Autism Program<br>• New Access and Clinical Efficiency Unit<br>• Health Professionals Act |

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| | • Online Gambling<br>• Mental Health and Addictions Programming for Youth |
| Advice to the Department of Child, Youth and Family Services on policies, legislation and programs important to prevent violence against vulnerable populations in Newfoundland and Labrador. | The Violence Prevention Initiative, in collaboration with Child, Youth and Family Services; Health and Community Services, completed a poster and distributed it to all regions of the province in the spring of 2008 to raise awareness of mandatory reporting of child abuse. Child, Youth and Family Services and Women's Policy Office developed a request for proposals to attract a company to plan a larger campaign including print ads and brochures.<br><br>The Violence Prevention Initiative, in collaboration with Child, Youth and Family Services, continued the implementation of the children and youth violence prevention campaign in 2008-09 by developing radio and print ads and a brochure. Child, Youth and Family Services and the Women's Policy Office developed a request for proposals to attract a company to plan this larger campaign. These materials outline the various forms of abuse and maltreatment, including physical, emotional and sexual harm, living with violence and being left without adequate supervision. The ads also direct citizens to the phone numbers in each region where they can report child abuse.<br><br>The Violence Prevention Initiative worked in partnership with the Department of Child, Youth and Family Services and the Community Advisory Committee to organize the Violence Prevention Initiative Stakeholders' Conference in November 2009. The theme of the conference was "Preventing Violence Against Children." Approximately 200 Violence Prevention Initiative partners and community stakeholders attended the conference. Keynote speakers included the Honourable Joan Burke, Gary Direnfeld, Rosalind Prober, and Dr. Simon Avis.<br><br>The Women's Policy Office also provided advice on policies, programs, legislation, facilities and services related to the following topics:<br>• Child Care<br>• Child, Youth and Family Services Act |
| Continued implementation of the older persons violence prevention campaign and the child abuse reporting campaign. | A stated action item for the Women's Policy Office in the Violence Prevention Initiative's Action Plan, *Taking Action Against Violence 2006-2012*, is to "implement an expanded provincial, multi-media public awareness and attitudinal change campaign with multi-sectoral partners, including community, business and industry, municipalities, and the media with a focus on identified populations |

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| | of the Violence Prevention Initiative".<br><br>To date, the Violence Prevention Initiative has created and continues to implement four social marketing campaigns:<br><br>▪ Prevention of Youth Violence Campaign: *OutrageNL.ca*<br><br>The Women's Policy Office created this campaign in 2006, to help prevent violence experienced by youth in the province. Products developed with this campaign include posters, radio advertisements, TV spots and a website.<br><br>▪ *Prevention of Violence Against Older Persons* Campaign<br><br>The Women's Policy Office and the Office for Aging and Seniors (HCS) partnered in 2007-08, to contract a company to develop a campaign around the prevention of various forms of violence against older adults, including physical, sexual and emotional violence, as well as neglect, and financial abuse. A series of posters, print ads, radio ads and brochures were developed.<br><br>▪ *Reporting Child Abuse* Campaign<br><br>The Women's Policy Office, in collaboration with Child, Youth and Family Services, developed this campaign in 2008. This campaign highlights the various forms of abuse and maltreatment, including physical, emotional and sexual harm, living with violence and being left without adequate supervision. Products developed with this campaign include brochures, newspaper print ads and radio advertisements.<br><br>▪ Prevention of Male Violence Against Women Campaign: *repectwomen.ca*<br><br>A Working Committee comprised of representatives from Violence Prevention Initiative partners (Provincial Government departments, agencies and community organizations) was established in June 2008, to begin development of the prevention of male violence against women campaign. The campaign was launched on June 10, 2009, at The Rooms and was hosted by the Minister Responsible for the Status of Women and Lead Minister for the Violence Prevention Initiative. Products developed with this campaign include a series of seven print ads, bookmarks, a television ad, a website (www.respectwomen.ca) |

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| | and posters. |
| Identification of public attitudes towards violence throughout the province. | In 2008-09, a provincial pre-evaluation survey was designed to measure:<br>• public attitudes of violence against women in Newfoundland and Labrador<br>• public awareness of services and resources available to victims of violence<br>• public knowledge of social marketing campaigns aimed at preventing violence against women in the province.<br><br>The survey was designed and implemented to help evaluate the effectiveness of the *Respect Women* social marketing campaign. This was a collaborative project between the Women's Policy Office and the Newfoundland and Labrador Statistics Agency.<br><br>In 2010-2011, The Women's Policy Office, in collaboration with the Newfoundland and Labrador Statistics Agency, designed a new *Provincial Survey of Attitudes Towards Violence and Abuse* survey reflective of the current Violence Prevention Initiative vision, mission, mandate and overall regional composition.<br><br>The 2010 *Provincial Survey of Attitudes Towards Violence and Abuse* survey:<br>• Consisted of a quantitative telephone and mail-out survey to 9,315 residents across the province of Newfoundland and Labrador;<br>• Collected data not only on a provincial level but on a regional level as well. Data was collected in all ten (10) Violence Prevention Initiative regions across the province;<br>• Achieved a confidence interval of 95%;<br>• Collected gender-based data;<br>• Collected data specifically addressing public attitudes towards violence and abuse against Violence Prevention Initiative vulnerable populations [women, children and youth, Aboriginal women and children, older persons, persons with disabilities and others who are victims of violence because of ethnicity, sexual orientation, or economic status];<br>• Collected rich demographic information on all vulnerable populations identified in the Violence Prevention Initiative action plan [i.e. sex, age, education level, marital status, household income, disability, visible minority, Aboriginal descent, Aboriginal status, lesbian, gay, bi-sexual, transgender, parent, caregiver of an older person]; |

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| | • Will serve as our baseline data and will be the benchmark for all future *Provincial Survey of Attitudes Towards Violence and Abuse* surveys.<br>• The total cost of this project was $160,000. |

| **Further Activities Undertaken to Prevent Violence in 2010-2011** | |
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| Aboriginal Women's Violence Prevention Grants Program. | In 2010-11, the Minister Responsible for the Status of Women awarded $200,000 in funding under the annual Aboriginal Women's Violence Prevention Grants program for 12 projects, as listed on page 12. |
| Inaugural Provincial *Purple Ribbon* Campaign to prevent violence against women. | On November 24, 2010, the Minister Responsible for the Status of Women was joined by the Ministers of Child, Youth and Family Services, Education, Aboriginal Affairs, Justice and Human Resources, Labour and Employment to host the official launch of the first provincial government-lead *Purple Ribbon* Campaign to raise awareness about violence against women. The launch event had approximately 200 attendees in the lobby of East Block, Confederation Building in St. John's, see details as listed on page 11. |
| Organized the Annual Violence Prevention Initiative Stakeholders' Conference. | The Violence Prevention Initiative worked in partnership with community and government partners to organize the 2010-11 Violence Prevention Initiative stakeholders' conference on the theme of "Sexual Orientation and Violence: Preventing Homophobia and Heterosexism", see details on page 11. |
| Issued community grants for the Regional Coordinating Committees Against Violence. | Grants for the ten Regional Coordinating Committees were disbursed in 2010-11, in the amount of $80,000 each, plus an additional $20,000 for the Labrador RCC to offset the costs for travel. This annual investment of $820,000 supports the Regional Coordinating Committees to provide core services in information and referral, public education, training and outreach, community leadership, co-ordination and accountability. |
| Issued community grant for the Transition House Association of Newfoundland and Labrador. | A $105,000 grant for the Transition House Association of Newfoundland and Labrador was disbursed in 2010, a $30,000 increase from the previous year. This increase was to allow the association to expand and enhance its activities related to program development and training opportunities for shelter administration and staff, as well as to complete a review of shelter standards and provide enhanced services to Labrador transition houses. |
| Issued community grant | A $100,000 grant for the Newfoundland and Labrador Sexual |

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| for the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre. | Assault Crisis and Prevention Centre was disbursed in 2010. This annual investment supports this organization to provide core services in information and referral, crisis counseling, fostering liaison with other social agencies and government, providing leadership and co-ordination on training and program development for volunteers of the Centre, community leadership, co-ordination and accountability. |
| Supported leadership of Aboriginal peoples on violence prevention by assisting in the organization of the Aboriginal Women's Conference. | The Women's Policy Office supported leadership of Aboriginal peoples by assisting with the organization of the sixth annual Aboriginal Women's Conference in Newfoundland and Labrador. The conference took place in St. John's from February 9 to 10, 2011 and centered on the topic of "The Path to the Good Life – Strong Women, Strong Communities – Advancing Aboriginal Women's Equality." This conference included representation from approximately 60 Aboriginal women from all Aboriginal organizations across the province. |
| Community Advisory Committee meetings. | The Women's Policy Office facilitated two meetings with the Community Advisory Committee: one teleconference and one face-to-face meeting. |
| Education and Advisory Committee on the Prevention of Violence Against Older Persons. | *The Education and Advisory Committee on the Prevention of Violence Against Older Persons* is an ongoing initiative. The committee meets monthly. |
| Establishment of the Education and Training Advisory Committee on the Prevention of Violence Against Older Persons in Aboriginal Communities. | *The Education and Training Advisory Committee on the Prevention of Violence Against Older Persons in Aboriginal Communities* is an ongoing initiative. The committee meets quarterly. |
| Provision of workshops and presentations with community partners. | Upon request, the Violence Prevention Initiative participates in and supports community partner workshops and presentations. |

## 7.2 Earned Income and Employment

The Government of Newfoundland and Labrador remained committed over the reporting period to ensure women share equitably in the social and economic benefits of the province. To advance this need the Women's Policy Office has put a special focus on working to advance women in non-traditional and high-paying occupations to ensure that women have a greater chance to avail of higher incomes, than those available in traditional occupations. Across the province, women now make up approximately nine per cent of trades occupations. Approximately 400 women are also registered with the Office to Advance Women Apprentices. Women in trades make up 14 per cent of those enrolled in trades at College of North Atlantic campuses province- wide, as well as with private training colleges. Other women, up to 40 a year, have been participating in the Orientation to Trades and Technology Programs offered by College of the North Atlantic in partnership with the Women in Resource Development Committee. Women in Labrador have participated in training programs associated with the Labrador Aboriginal Training Partnership with 40 per cent of all those participating in the program being women.

**Goal:** **By March 31, 2011, the Women's Policy Office will have supported greater participation of women in occupations where they are currently under-represented.**

| **Measure:** | Initiatives to support greater participation of women in occupations where they are under-represented. |
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| **Indicator** | **Progress and Accomplishments** |
| Development of a communications strategy to promote women in occupational areas including entrepreneurship where they are currently under-represented | A Communications Strategy to promote women in occupational areas including entrepreneurship where they are currently under represented was completed and implemented as opportunities arose through speaking engagements and other promotional opportunities. |
| Collaborative initiatives developed with stakeholders to increase the participation of women in skilled | During the report period there has been significant collaboration occurring with government departments, industry, educational and training institutions and community partners on this matter.<br><br>Women's employment plans have been identified as required to advance women in non traditional occupations in all major resource development projects and in non-traditional fields during the reporting |

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| trades and professions in Newfoundland and Labrador. | period including the following:<br><br>▪ Hebron Project<br>▪ Hibernia South<br>▪ Vale Inco Long Harbor Project<br>▪ Flourispar Mining Project<br>▪ Rambler Mines Project<br>▪ Elross Lake Project<br>▪ Iron Ore Mines Project<br>▪ Lower Churchill Project, and<br>▪ The Royal Newfoundland Constabulary<br><br>The Royal Newfoundland Constabulary were also requested to prepare a women's employment plan for their force, and they are currently completing this request.<br><br>This office also worked with the Correctional Division of the Department of Justice to provide advice on a number of employment equity matters, as well as needs relating to a women's employment plan. This advice has supported this Division in addressing some of the employment equity issues for women as identified in the report, *Out of the Darkness and Into the Light.*<br><br>The Office also supported employment equity planning and matters with the Department of Natural Resources and the Forestry and Agrifoods Agency. The Office also provided policy advice to the Public Service Secretariat on policy needs of women within the public service including those associated with women in leadership, diverse women and issues of violence against women.<br><br>During the reporting period business access strategies for women were also identified as part of major project development requirements. Working with the Department of Natural Resources, other Departments and stakeholders' specific requirements for these plans were developed.<br><br>Working with internal departments and community organization such as the Newfoundland Organization of Women Entrepreneurs this office has facilitated the development of recommendations relating to matters needing to be addressed to support increasing women in business. |

**Objective:** **By March 31, 2011, the Women's Policy Office will have identified supports and tools for employers to use in attracting, retaining and promoting women in occupations where they are under-represented.**

| **Measure:** Identification of tools and supports for employers. | |
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| **Indicator** | **Progress and Accomplishments** |
| Development and distribution of a guide for employment equity including information and guidelines on women's employment plans and business access strategies, and where to find help or information on developing such materials | During the reporting period a *Guide to Equitable Employment* was updated and distributed to all project developers and those working to advance employment equity at the community level. The Guide was also posted on the Women's Policy Office's web site.<br><br>Significant work and research was undertaken to update other gender planning guides endorsed by this office, and associated material was posted on the office's web site.<br><br>The Office also supported the Department of Natural Resources in developing employment equity information of importance to their mandate. |

### 7.3 Social and Economic Security

Advancing the social and economic status of women in Newfoundland and Labrador remained important during the reporting period. Ensuring health, justice and social programs meet the needs of women, including those that reduce poverty all remained important pieces of work for the Office.

**Goal:** **By March 31, 2011, the Women's Policy Office will have supported the increased knowledge and capacity of Provincial Government employees to apply gender-based analysis to policy development and implementation processes.**

| **Measure:** | Initiatives to support the increased knowledge and capacity of Provincial Government employees to apply gender-based analysis to policy development and implementation processes. |
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| **Indicator** | **Progress and Accomplishments** |
| Strategies developed to enhance individual departments' participation in advancing the status of women. | While the Women's Policy Office did not have the mandate to develop strategies to advance the status of women independent of departments, the Office has the mandate to provide advice and support to departments to create better gender outcomes relating to their policies, strategies and/or plans on the following matters:<br><br>▪ Northern Strategic Plan<br>▪ Emergency Preparedness Planning<br>▪ Child Care<br>▪ Labrador Aboriginal Training Partnership<br>▪ Birthrate<br>▪ Women in Leadership<br>▪ Educational Curriculum<br>▪ Skilled Trades and Apprenticeship Programs<br>▪ Housing<br>▪ Healthy Aging<br>▪ Disability<br>▪ Poverty Reduction |

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| Innovative ways explored with departments and agencies to ensure women share more equitably in social and economic benefits. | Identified gender requirements in strategic plans for key departments.<br><br>Supported departments to advance contract and funding conditions of release to advance women's employment and business access opportunities. |
| Funding increased to Women's Centres by five per cent a year. | Funding was increased every year from 2006 to 2011 bringing the total annual grant to each of the Women's Centres in 2010-11 to $121,500 annually. |
| Initiatives implemented to help Aboriginal women become empowered to influence public policy, programs and legislation in ways that will improve the quality of their lives. | Five Provincial Conferences were conducted on policy matters of importance to Aboriginal women.<br>Four National Summits and Conferences were attended by 40 Aboriginal women from this Province.<br>Five Aboriginal Women's Conference Reports were prepared and distributed to departments to help inform their policy and program work.<br>Operating funding of $100,000 was provided to the Newfoundland Aboriginal Women's Network.<br>A total of approximately $600,000 was distributed for community based violence prevention projects led by women in Aboriginal communities.<br>A culturally relevant gender based analysis needs assessment was completed and an Inuit women's capacity building program established. |

**Objective: By March 31, 2011, the Women's Policy Office will have increased funding to Women's Centres by five per cent a year.**

| **Measure:** | Funding increases for women's centres to have the capacity to advise Provincial Departments about the needs of women in the development of policies and programs. |
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| **Indicator** | **Progress and Accomplishments** |
| Participation by women's centres in government departmental consultation sessions to inform government policy of gender requirements. | Women Centres were provided with an annual increase of five per cent to their operating budgets from 2006 to 2011 bringing their total annual grant to each of the eight Women's Centres in 2010-11 to $120,000.<br><br>Women's Centres were also invited to participate in consultation sessions on a number of province wide |

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| | initiatives during the reporting period including:<br><br>• The Family Violence Protection Act<br>• The Family Violence Prevention Pilot Court<br>• The Child Youth and Family Services Act<br>• The Social Housing Strategy<br>• A Sport and Recreational Strategy<br>• The Poverty Reduction Strategy<br><br>*A Women's Community Consultation Guide* for Departments was prepared in 2006, and updated on a regular basis and provided to departments and agencies to assist them in contacting the women's community on matters where consultation was required. |
| Number of government consultations participated in will be reported within the annual report of the Office of Women's Policy | The Women's Policy Office participated in over 80 internal consultations on matters relating to advancing the status of women. |

### 7. 4 Leadership and Decision Making

The Government of Newfoundland and Labrador remained committed to advancing women into positions of leadership. While significant progress has been made within the public service more work is required in other sectors of our society. Advancing leadership requirements as part of women's employment plans obligations to government by the mining and other resource sector projects that required government approvals was implemented to support this need.

**Goal** **By March 31, 2011, the Women's Policy Office will have supported the participation of women in leadership and decision making positions at the community, regional and provincial levels.**

| **Measure:** Initiatives to support the participation of women in leadership and decision making levels. | |
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| **Indicator** | **Progress and Accomplishments** |
| Support proposed for women in standing for elected office | 20 Lunch and Learn Sessions were organized and funded to support women at the municipal level to understand the benefits and requirements relating to running for elected office. |

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| Barriers identified to representation by women in elected positions. | A report was prepared on the barriers and best practices to advance women into elected leadership positions. |
| A communication strategy developed to encourage women's participation in leadership and decision making positions. | A communications strategy was developed and implemented to encourage women to participate in leadership and decision making positions. |

**Objective: By March 31, 2011, Women's Policy Office will have identified barriers and mitigation measures to increase the representation by women in elected positions.**

| **Measure:** Barriers and mitigation measures identified. | |
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| **Indicator** | **Progress and Accomplishments** |
| A document is produced in which barriers and mitigation measures are identified. | Research was undertaken that identified barriers and best practices in Canada and in other jurisdictions relating to the advancement of women into elected positions. Consultations were held with community partners in the development of the report.<br><br>The report will be used for future decisions about programs to advance women into elected positions that can be encouraged or put in place by the Women's Policy Office. |

| **Measure:** Initiatives to support greater participation of women in occupations where they are under-represented. | |
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| **Indicator** | **Progress and Accomplishments** |
| Development of a communications strategy to promote women in occupational areas including entrepreneurship where they are currently under-represented. | As opportunities arose through speaking engagements at events hosted by organizations such as the Newfoundland and Labrador Organization of Women Entrepreneurs and the Newfoundland Offshore Industry Association, as well at Provincial Government press conferences, messages about the importance of promoting women in occupational areas where they are currently under represented were delivered. These messages were guided by a communications strategy that was developed on this matter. |

## 8.0 Opportunities and Challenges Ahead

### Opportunities

**Collaborating with Atlantic Canada's Status of Women Ministers**: Status of Women Ministers in the Atlantic provinces and their officials have committed to strengthening work on federal-provincial matters and working together to:

- advance the status of Aboriginal women;
- better understand the sex trade in Atlantic Canada and the employment protection needs associated with foreign domestic workers; and
- create awareness about the negative impacts of social media on the development and well-being of younger girls.

**Prevention of Violence Against Older Adults:** The development of training tools for professionals and others who serve older adults was completed in 2009-10. There is now a need to work with representatives of the four Regional Health Authorities, as well as other target audiences, to identify the best delivery mechanisms for this information for their staff and programs.

**Empirical Research and the Evaluation of the Violence Prevention Initiative**: Continued efforts to undertake Newfoundland and Labrador-specific empirical research on matters relating to violence prevention. The Violence Prevention Initiative *Respect Women* social marketing campaign evaluations determined it was effective in changing attitudes and actions relating to the prevention of male violence against women in Newfoundland and Labrador. The completion and use of this research, and the completion of the *Provincial Survey of Attitudes Towards Violence and Abuse*, was a significant accomplishment in 2010. During the upcoming period, the results of the research will be used to inform future plans and evaluation for the development of the next six-year plan of action to prevent violence against women and other vulnerable populations in the province.

**Enhanced Internal Policy Services:** The Women's Policy Office will continue its representation on various intergovernmental and inter-jurisdictional working groups, which continues to be an excellent opportunity to have women's needs included in governmental policy, planning, and strategic directions in ongoing work relating to poverty reduction, healthy aging, women and the justice system, women's training and education, women's health, and youth retention and attraction.

**Advancing the Status of Aboriginal Women:** This will remain a priority of the Women's Policy Office, with work continuing in the following areas:

- Co-chairing a working committee with Aboriginal women and the Department of Intergovernmental and Aboriginal Affairs to develop responses to the recommendations made at the National Aboriginal Women's Summit held in Corner Brook in June 2007;
- Working on the further development of culturally-appropriate training module for gender-based analysis for Aboriginal women's issues;
- Facilitating provincial conferences;
- Advocating for Aboriginal women in key areas, including to access positions of leadership, violence prevention, employment; and
- Working with federal, provincial and territorial partners to advance policy areas.

**Strengthen Work in Key Focus Areas**: The Women's Policy Office will continue working to implement the new organizational structure which includes a Manager of Economic Policy and a Manager of Social Policy- two key areas of focus in the work to advance the status of women.

**Challenges**

**Preventing Violence:** The Violence Prevention Initiative will continue to work with government and community partners to ensure that the people of Newfoundland and Labrador receive factual information about the root causes of violence and its different forms and impacts. Many myths and misconceptions exist around violence, the perpetrators, the severity of violence perpetrated against women and other vulnerable populations, and who the victims are.

**EI Maternity and Paternity Benefits Modernization**: The Ministers Responsible for the Status of Women in Atlantic Canada will continue to bring forward the need for the modernization of maternity and parental benefits under the Employment Insurance program as well as family–friendly reform at all appropriate opportunities.

**Advancing Employment Opportunities for Women in Natural Resources and Non - Traditional Occupations**: The Provincial Government's work to advance women into the areas of trades, technology, science and engineering occupations where women are underrepresented will remain important. Making structural and systemic changes will be necessary to continue to remove barriers for women in these occupational fields. Promoting creative approaches to government practices will also support changes relating to this matter in the general business community.

## 9.0 Financial Statements (Unaudited)

Expenditure and revenue figures included in this document are unaudited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the year ended March 31, 2011. Audited financial statements are a requirement at the government level and are made public through the Public Accounts process; however the Women's Policy Office is not required to provide a separate audited financial statement.

| **Women's Policy 2010-11<br>Year Ending March 31, 2011** | | | |
|---|---|---|---|
| **Women's Policy Office** | **Actual $** | **Amended Budget 2010-11** | **Original Budget 2010-11** |
| 01. Salaries | 817,846 | 800,600 | 918,900 |
| 02. Employee Benefits | 1,047 | 7,500 | 1,500 |
| 03. Transportation & Communications | 114,483 | 216,000 | 341,200 |
| 04. Supplies | 36,221 | 40,000 | 30,800 |
| 05. Professional Services | 186,878 | 224,000 | 391,800 |
| 06. Purchased Services | 427,772 | 533,500 | 280,900 |
| 07. Property, Furnishings & Equipment | 6,452 | 7,800 | 4,700 |
| 08. Grants & Subsidies | 2,135,000 | 2,315,000 | 2,261,000 |
| 09. Provincial Advisory Council on the Status of Women | 451,700 | 451,700 | 451,700 |
| **Total** | **4,177,399** | **4,596,200** | **4,682,500** |

Source: Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the Year Ended March 31, 2011